

# Assignment 5: Web HTML and CSS Prototypes

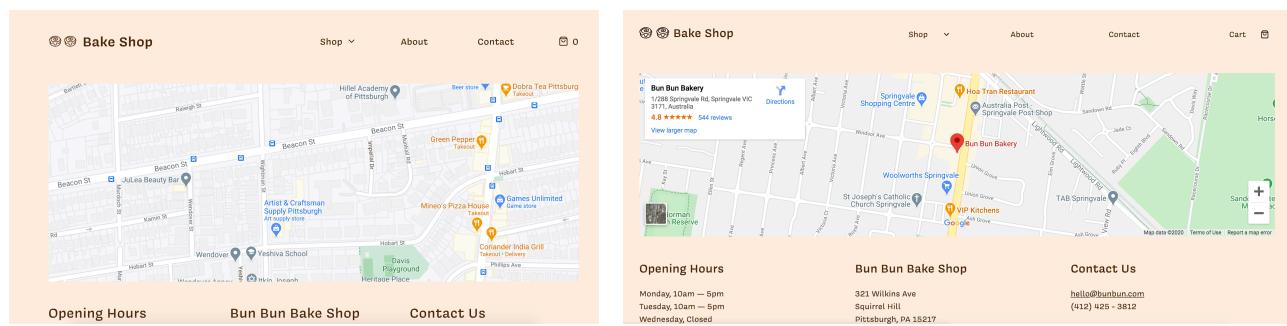
05-430 Section A

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## Heuristic Evaluation

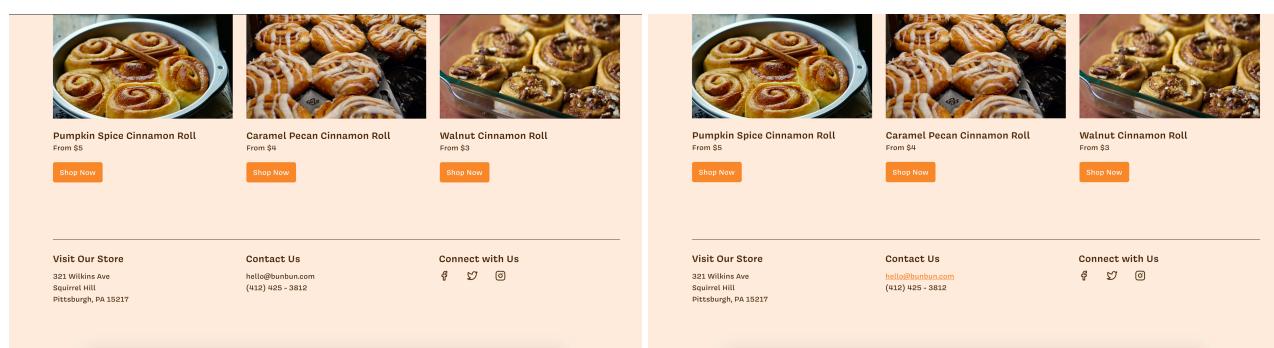
### 1. Store Location: User Control and Freedom

In my initial prototype, I planned to include a photo of a map to allow people to get a frame of reference for where the physical shop would be located. However, I realised that if I'm including a screenshot from Google Maps, this might not match up to user's expectations, as they would expect to be able to drag the map to see its relative positioning, see its address and potentially find directions from their current location to navigate to the shop. As such, I decided to embed a map instead so user's expectations could be matched, and allow for users to have more control over what they can do with the information provided.



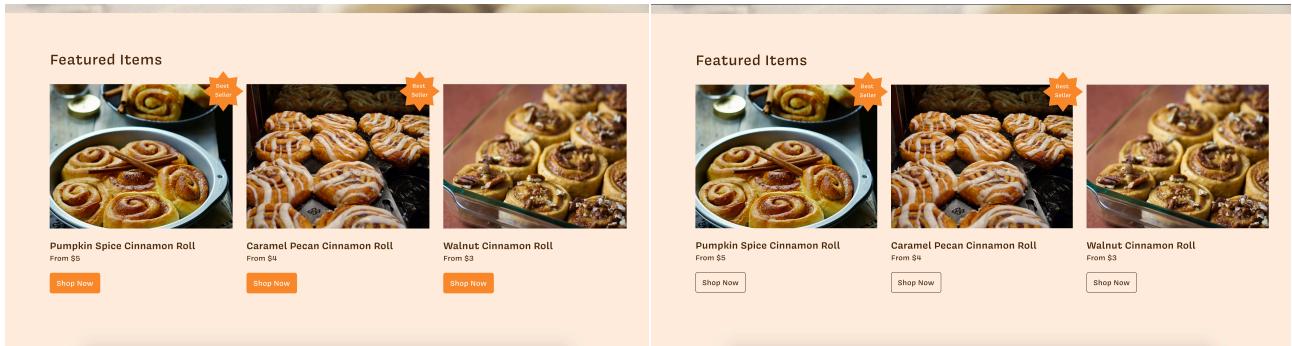
### 2. Email Redirect: Visibility of System Status

In my first iteration, I did not provide any indication that the email link under 'Contact Us' in the footer could be clicked, and that users would be redirected to drafting an email to the listed address. In my updated iteration, I made sure to include the active link underline, rollover color and pointer cursor to indicate that when clicked, users would be redirected to a new page.



### 3. Button Hierarchy: Aesthetic and Minimalist Design

In my original design, there were a lot of elements that used the feature color orange especially under the ‘Featured Items’ section on the home page; however, in the first image, all 6 elements are competing in terms of hierarchy, making the call to action and primary draw of the ‘Featured Items’ display unclear. In order to place more emphasis on ‘Best Seller’ products to help users make more informed buying decisions, I reduced the visual prominence of the ‘Shop Now’ buttons, only revealing the orange primary button upon hover as an indication of system status.



### Challenges and Bugs

The first challenge that I encountered was creating a dropdown menu for the navigation bar. I initially had a difficult time trying to create the dropdown using divs without using for loops (based on a W3Schools tutorial I came across). I didn't feel very comfortable using for loops, as I wasn't too sure how to reinterpret or alter the code, so I tried using ordered and unordered lists to achieve my desired effect. The first part of the procedure was straightforward once I changed the list orientation to create a horizontal navigation bar, calculated spacing to establish container width and ensured the dropdown menu would expand in the correct place. The main challenge was figuring out the relationship between all the nested ordered and unordered list elements, and how to reveal the dropdown on hover. I was able to understand the logic better when I worked slowly and in parts, colouring individual divs to understand the nesting relation and behaviour.

Another challenge I faced was styling selectors. I felt like the default selector widget did not fit the brand language of my design system; thus, I wanted it to add custom styling. I was successful at styling the selector before it is expanded. I initially wanted to hide the default selector styling and replace it with custom CSS I would add using a class; however, doing so removed the functionalities of the widget from view (e.g. displaying the selected option and being able to select it from the dropdown). As such, I created a class to style the new container that wraps around the selector, but also styled

essential elements of the original selector that would still be visible, such as font family and background color. While I was able to successfully navigate this challenge, I faced problems when trying to style the dropdown. I read on many Stack Overflow forums that there is no good way of approaching this without using complicated Javascript, and when I read the demo code on W3Schools I was unable to comprehend what I was reading. Thus, I made the decision to leave the selector dropdown itself as is.

Another challenge I faced was displaying feature images on my ‘Pumpkin Spice Cinnamon Roll’ product page. In my prototype, I did not really see an issue with the design showing images stacked in a column; however, I realised that without any adjustment to the overflow-y property of the column, an unnecessary amount of blank space was created on the other side of the page where the product details lived. When I adjusted the overflow property, things looked much better; however, one image consistently remained hidden from view in this configuration. In order to allude to the fact that there was still another image to be seen upon scroll, I added a scrollbar.

## **Brand Identity**

Since Bun Bun is a local bakery specialising in comforting baked goods, I wanted to create a friendly brand language. I wanted Bun Bun to have a brand language that felt down to earth, that locals could relate to, but still had some quirks that would set them apart from a larger, franchised brand. Such choices are reflected in my colors: I gravitated towards a warmer brown for text as opposed to black, and used orange as a feature color. I chose Covik Sans as my typeface, a typeface that Adobe Fonts describes as “neo-grotesque, with a dash of warmth.” The typeface’s slight imperfections and irregularities make it feel inviting. I also wanted to have some more playful visual elements, such as ‘best seller’ tags that resemble cut stickers on physical packaging, and used two cinnamon bun icons in the logo.